



May 14, 2014

Dear Reviewer:

It is my pleasure to write in support of Michael Kelly, who was my student while working toward his MBA at National University. Michael is an enthusiastic learner, and was a strong and conscientious student throughout the course of his program.

Michael possesses the right mix of business skills, writing proficiency, and social media expertise to lead innovation in the strategic communications field. He is an experienced blogger and social media enthusiast with the skills to help organizations develop effective social media marketing strategies while trend testing and mining consumer inspiration.

Most of his graduate studies were dedicated to conducting extensive market research, isolating the relationship between consumers' exposure to social media content and short/long-term purchasing intent. He has implemented social and digital media campaigns both academically and professionally, tying exposure to changes in brand awareness, preference for products, and overall stimulation of sales.

Michael has more than five years of federal human resource management experience distinguished by high-level performance, though he has always been drawn more toward envisioning creative ways of leveraging online ideas and technologies. This drive and dedication to personal development within the industry led to his proficiency in branding, and in social, online marketing and media conceptualization.

He is also a dedicated team player. In one class he took with me, he led a small group in creating a strategic communication proposal that included in-depth original research, a targeted audience-specific marketing plan, graphic design, and evaluation methods to measure post-campaign effectiveness. The project was so well executed, Michael and his teammates won top prize in their division for a presentation at the National University Student Scholarship Conference in March 2014. They were later invited to present their work to National University's Chancellor, who encouraged an ongoing collaboration.

Michael's eagerness to remain highly involved with his alma mater after graduation, as evidenced by his recent presentation to and collaboration with university administration, underscores his commitment to giving back. I endorse Michael's work without reservation. Not only does he boast an impressive skill set, but he is also a hard worker and a committed alum. Consider this the highest of recommendations.

Sincerely,
Sara Kelly, Ed.D.
Associate Professor, Digital Journalism
School of Professional Studies
National University